



SM017: The Strategic and Breakthrough Selling Training

Training Description:

This sales course goes far beyond the transfer of information by enhancing core competencies in both functional and interpersonal areas. Its main purpose is to drive significant improvement in sales force performance by addressing the selling skills, communication practices and the ability to adapt different selling styles to meet customers' requirements. It also focuses on empowering salespeople to progress from transaction focused selling to true consultative selling, thus transforming the sales relationship into a collaboration focused business partnership that produces dramatic, long term and measurable sales results.

Training Objectives:

By the end of the training, participants will be able to:

- ✓ Identify the changing strategic and operational demands on the sales function and enhance required knowledge and skills
- ✓ Devise sales strategies based on the understanding of the different selling modes to manage and suit the customers' buying process
- ✓ Follow various forecasting models to better handle internal and external customers' expectations
- ✓ Apply the top thirteen negotiation tactics after mastering them to handle difficult sales negotiations
- ✓ Use Key Performance Indicators (KPIs) and balanced scorecards to monitor sales growth and performance
- ✓ Manage and control the customer's life cycle for better retention and loyalty purposes

Training Designed for:

This course is for Sales Reps, Sales Supervisors and Managers, and Account Managers who would like to master tactics, selling modes, and sales performance issues that are the foundation of successful modern selling. The course is also beneficial for people who are involved in commercial activities at all levels of the organization.

Target Competencies:

- Assessing sales force strengths and weaknesses
- Solution Selling
- Added-value selling
- Forecasting
- Sales planning
- Handling difficult sales negotiations
- Writing business proposals

Training Requirement:

"Hand's on practical sessions, equipment and software will be applied during the course if required and as per the client's request."

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client's learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

DAY ONE:

- ❖ PRE-TEST
- ❖ Introduction
- ❖ Selling in the new millennium
 - The new selling landscape
 - Evolution of personal selling
 - The new sales competencies
 - The new sales rep profiles
 - The root causes of sales problems
 - Future trends in selling
 - Personal selling profile

DAY TWO:

- ❖ Emerging selling modes
 - It is not what you sell, it is how you sell
 - Mastering the selling process (a value based approach)
 - The anatomy of different emerging selling modes:
 - Transactional selling
 - Consultative selling
 - Enterprise selling
 - Solution selling
 - Cross-selling and up-selling techniques
 - Workshop: consolidating selling best practices

DAY THREE:

- ❖ Sales planning and forecasting
 - The importance of setting a sales plan
 - The components of a sales plan
 - Sales forecasting guiding principles
 - The importance of qualitative and quantitative data
 - Sales forecasting techniques:
 - The extreme points method
 - The least square method
 - The moving average method
 - Workshop: writing an effective sales plan

DAY FOUR:

- ❖ Breakthrough sales negotiation
 - Negotiation versus persuasion
 - The critical rules of negotiation
 - Preparing the 'negotiation envelope' and mastering the 'rule of halves'
 - Concession management
 - Negotiation tactics

- Workshop: preparing a full negotiation planning template
- ❖ **Monitoring sales performance and growth**
 - Setting sales metrics and KPIs
 - Aligning the sales plan with KPIs
 - Using a balanced scorecard to monitor performance
 - Workshop: preparing your own balanced scorecard

DAY FIVE:

- ❖ **Managing the customer life cycle and retention**
 - Understanding the customer life cycle and calculating its value
 - The importance of learning different buyer behaviors
 - How to deal with buyer behavior styles
 - A roadmap for building customer loyalty and retention
 - Workshop: setting a customer loyalty plan
- ❖ **Course Conclusion**
- ❖ **POST-TEST and EVALUATION**

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

TBA as per the course location - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:

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